

Serial No. 10/043,714
Amdt. dated September 2, 2010
Reply to Final Office Action of March 2, 2010

PATENT
MNI020002
Customer No. 24498

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Inventor(s) : Isaac Bentolila et al.
Serial No. : 10/043,714
Filed : January 9, 2002
Title : **SYSTEM, METHOD, AND SOFTWARE APPLICATION
FOR TARGETED ADVERTISING VIA BEHAVIORAL MODEL
CLUSTERING, AND PREFERENCE PROGRAMMING BASED
ON BEHAVIORAL MODEL CLUSTER**
Examiner: Hoang Vu A. Nguyen Ba
Art Unit: 2421

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

**Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450**

Dear Sir:

In response to the Final Office Action dated March 2, 2010, for which a response was due June 2, 2010, and which due date has been extended to September 2, 2010 by Applicant's request for a three (3) month extension of time under 37 C.F.R. 1.136(a), and accompanying Applicants' Request for Continued Examination (RCE), please enter the accompanying amendments and remarks/arguments in the above identified application.

Please charge the requisite fees for filing a three month extension of time as well as the accompanying RCE to Deposit Account No. 07-0832. Reconsideration of the application in view of the amendment is respectfully requested.

Amendments to and Listing of the Claims begin on page **2** of this paper.
Remarks/Arguments begin on page **10** of this paper.